

# *PRICE AND GESS*

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## **DRAWINGS (20 SHEETS)**

**Inventor(s):** Naoya Takao et al.

**Title:** TRANSMISSION/RECEPTION SYSTEM  
AND METHOD FOR DATA BROADCAST,  
AND TRANSMISSION APPARATUS FOR  
DATA BROADCAST

**Attorney's  
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FIG. 1 is a block diagram of a satellite communication system. The system includes a Broadcast Station 90, a Relay Station 91, and a Receiving Apparatus 200. The Broadcast Station 90 contains a Computer, a Hard Disk, an Encoder, and a Modulator. The Receiving Apparatus 200 includes a monitor and a control unit. Arrows indicate the flow of data from the Broadcast Station 90 to the Relay Station 91, and from the Relay Station 91 to the Receiving Apparatus 200.

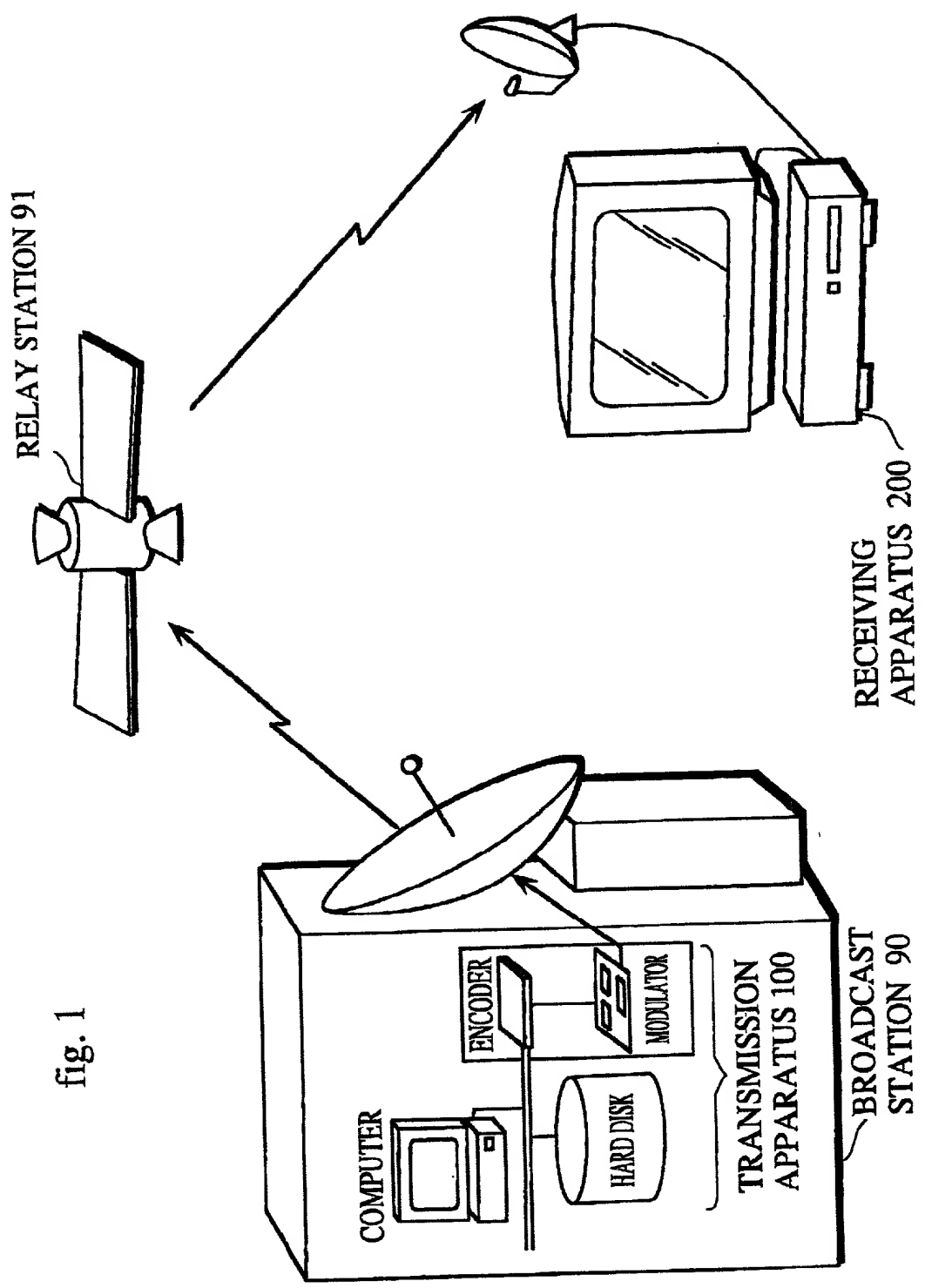


fig. 1

fig. 2

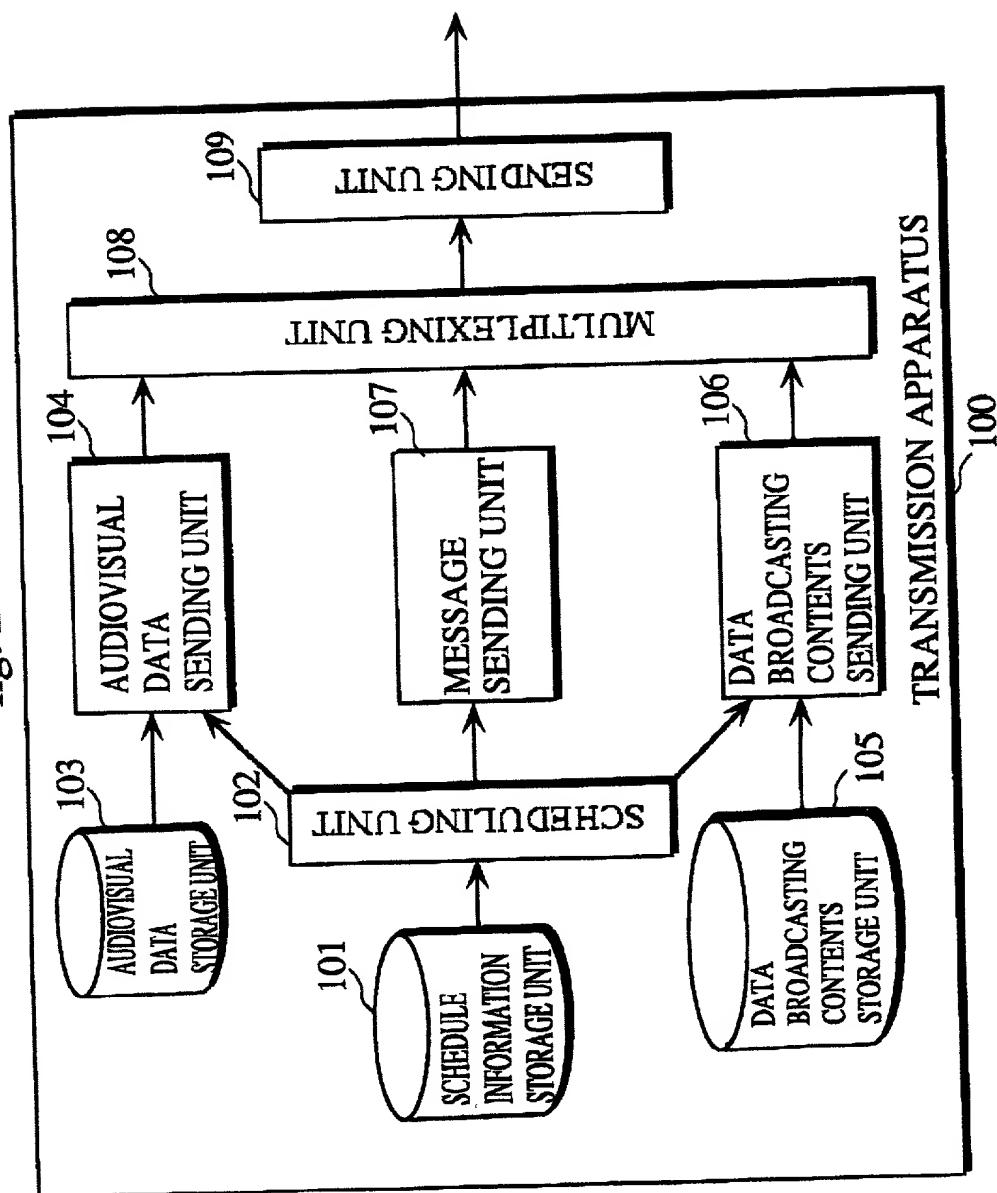


fig. 3

| SCHEDULE INFORMATION 150 |                                |  |
|--------------------------|--------------------------------|--|
| 151                      | 152                            | 153                                      |
| START TIME               | AUDIOVISUAL DATA MANAGING CODE | DATA BROADCASTING CONTENTS MANAGING CODE |
| 7 : 00 : 00              | AV01                           | C01                                      |
| 7 : 13 : 00              | AV02                           | C02                                      |
| 7 : 15 : 00              | AV03                           | C03                                      |

fig. 4

| DATA BROADCASTING CONTENTS SENDING SCHEDULE |  |
|---|--|
| SENDING TIME                                | DATA BROADCASTING CONTENTS MANAGING CODE |
| 7 : 00 : 00 ~ 7 : 12 : 45                   | C01                                      |
| 7 : 12 : 45 ~ 7 : 13 : 00                   | C01,C02                                  |
| 7 : 13 : 00 ~ 7 : 14 : 45                   | C02                                      |
| 7 : 14 : 45 ~ 7 : 15 : 00                   | C02,C03                                  |
| 7 : 15 : 00 ~ 7 : 27 : 45                   | C03                                      |

fig. 5

160

MESSAGE SENDING SCHEDULE

161 162

| SENDING TIME | MESSAGE ID |
|--------------|------------|
| 7 : 12 : 45  | 01         |
| 7 : 13 : 00  | 02         |
| 7 : 14 : 45  | 01         |
| 7 : 15 : 00  | 02         |

fig. 6

301

# DATA BROADCASTING CONTENTC01

```
<head>
<script>
  function func1(){
    LaunchDoc("Co2");
  }
  ...
</script>
<event>
  < item type="EventMessageFired"
    message_id="01"
    onOccur="func1()" />
  ...
</event>
</head>
<body>
  <initial_state "Visible"/>
  ...
</body>
```

fig. 7

302

## DATA BROADCASTING CONTENTC02

```
<head>
<script>
  function func2(){
    SetVisibility("Visible");
  }
  ...
</script>
<event>
  <item type="EventMessageFired"
    message_id="02"
    onOccur="func2()" />
  ...
</event>
</head>
<body>
  <initial_state "InVisible"/>
  <form>
    <input type="submit" value="PURCHASE">
  </form>
  ...
</body>
```



fig. 8

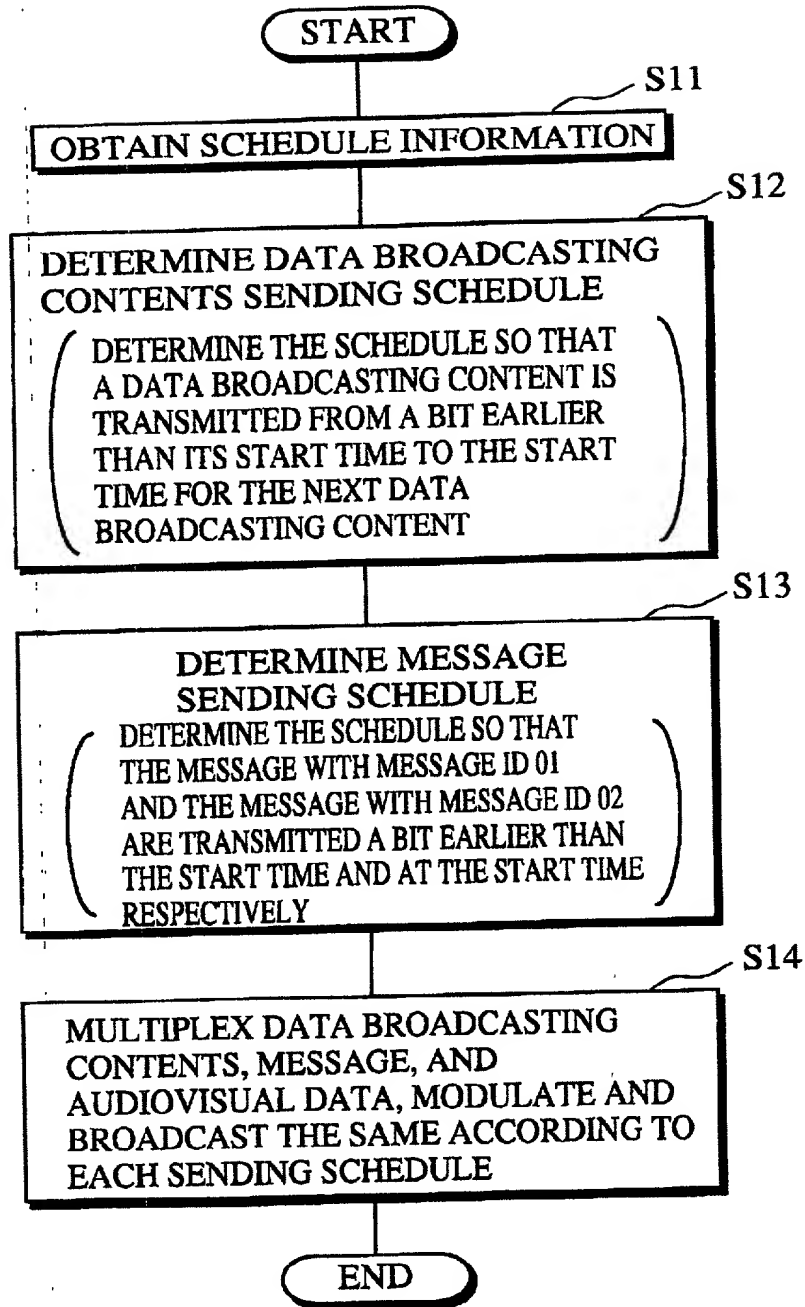


fig. 6

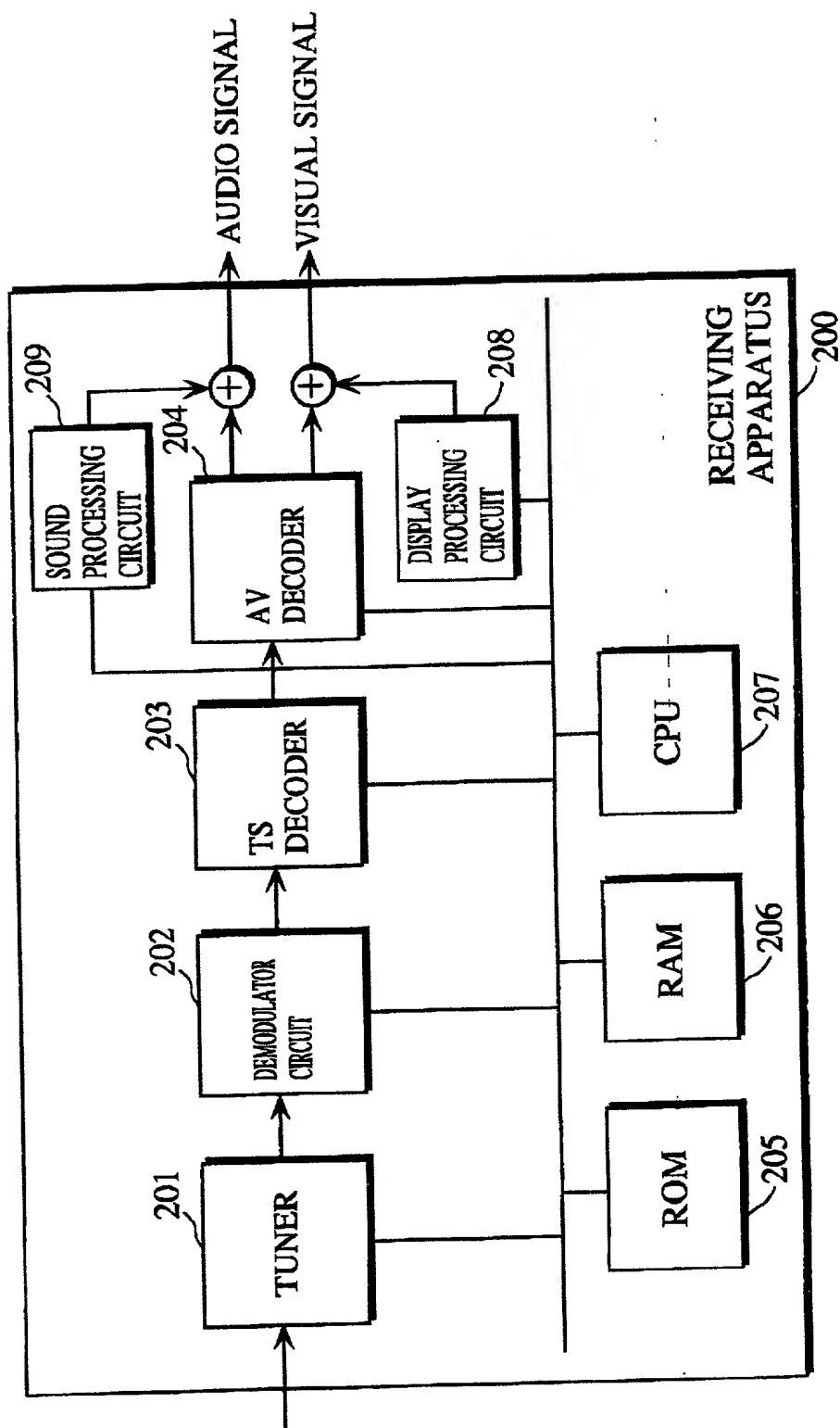


fig. 10

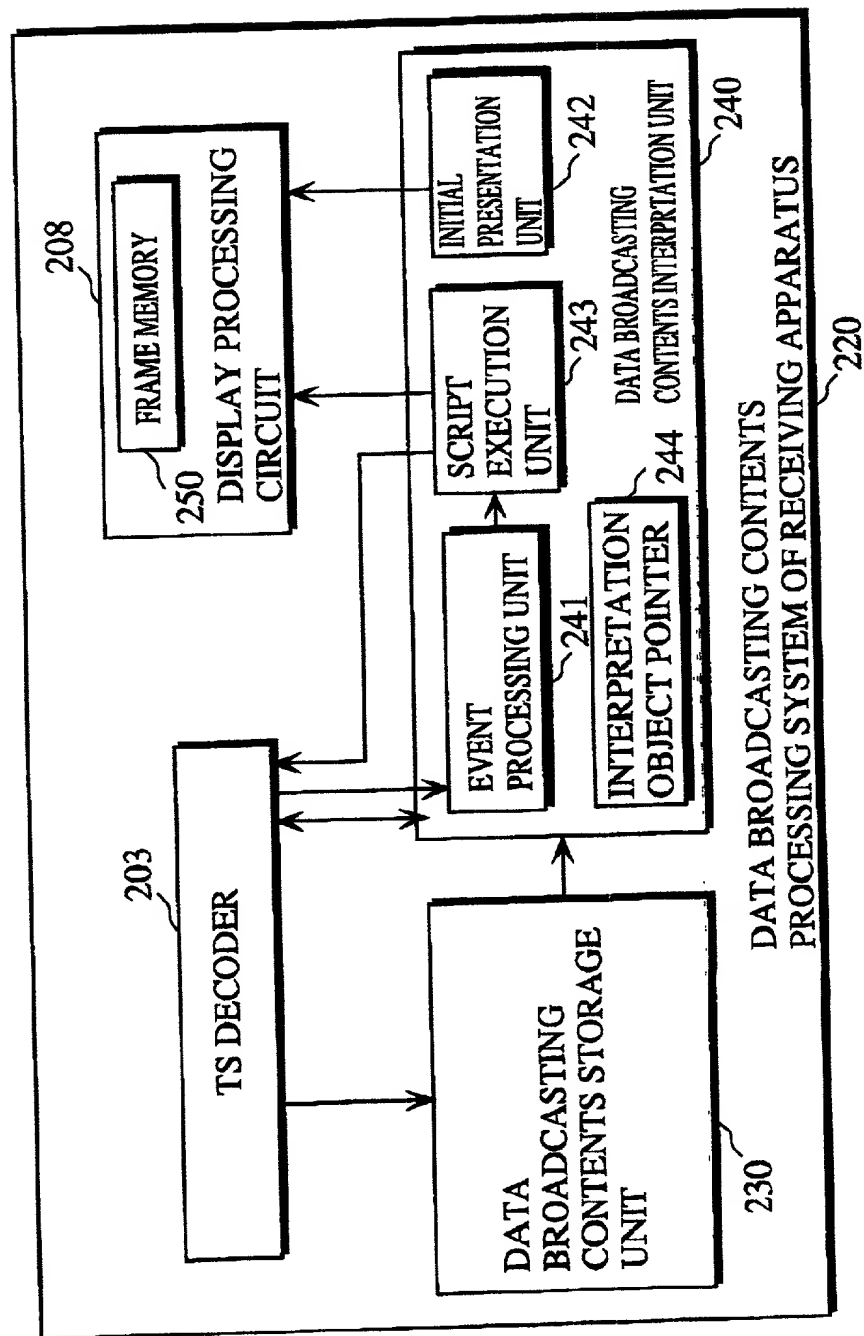


fig. 11

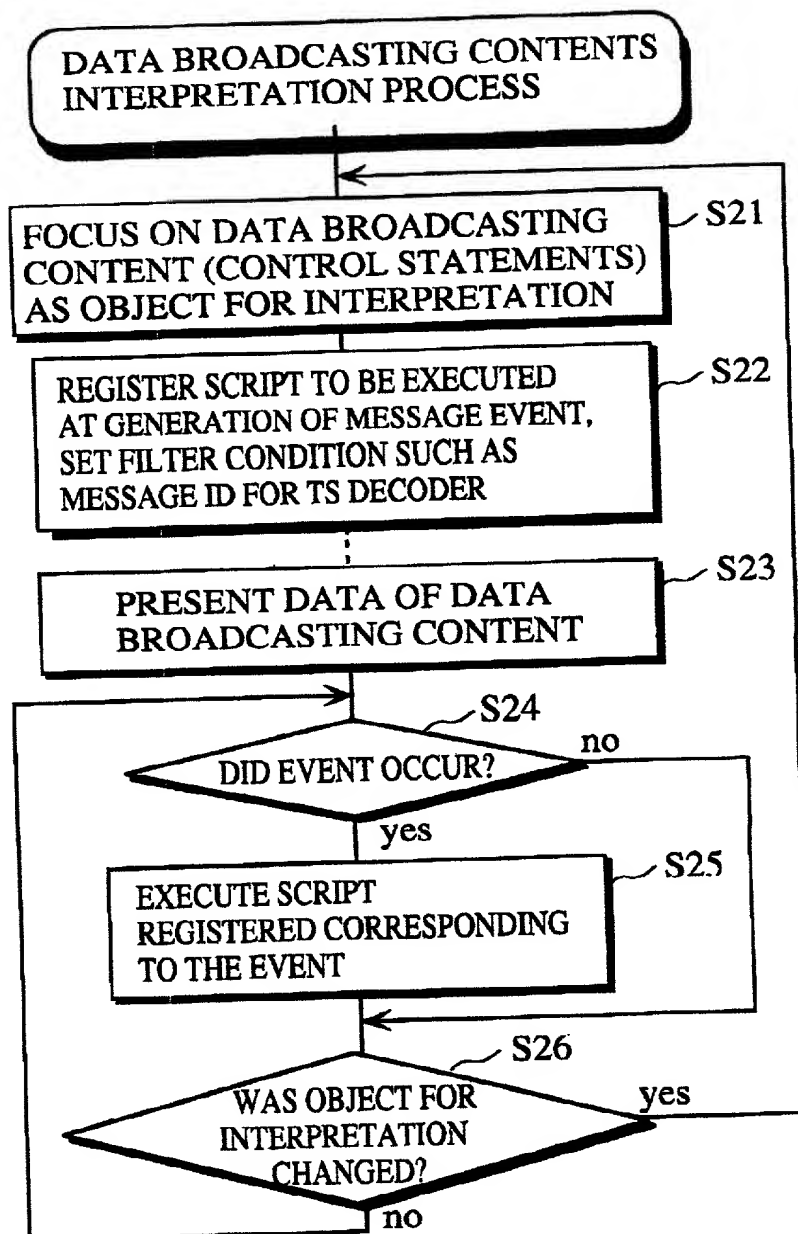


fig. 12

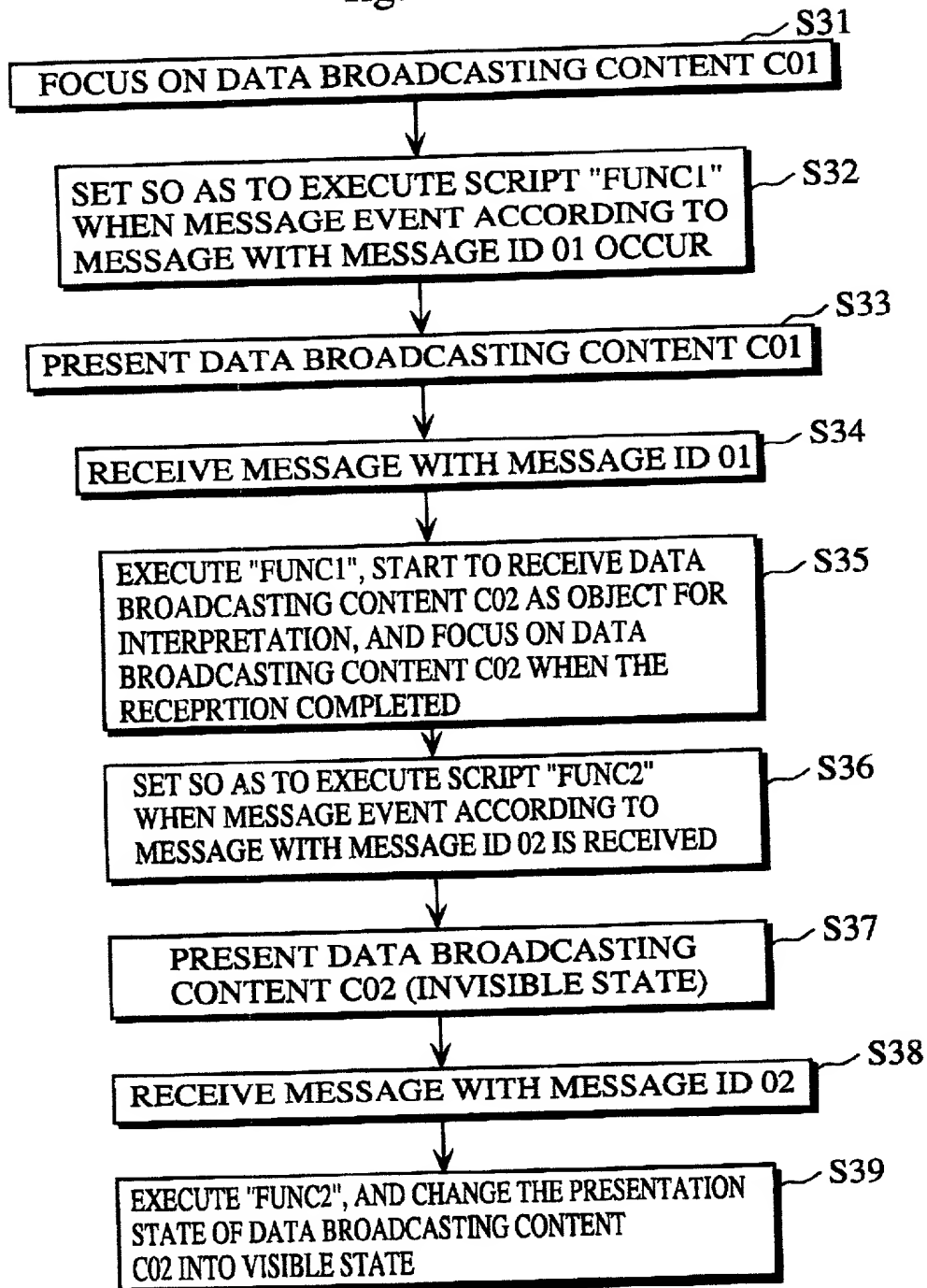


fig. 13

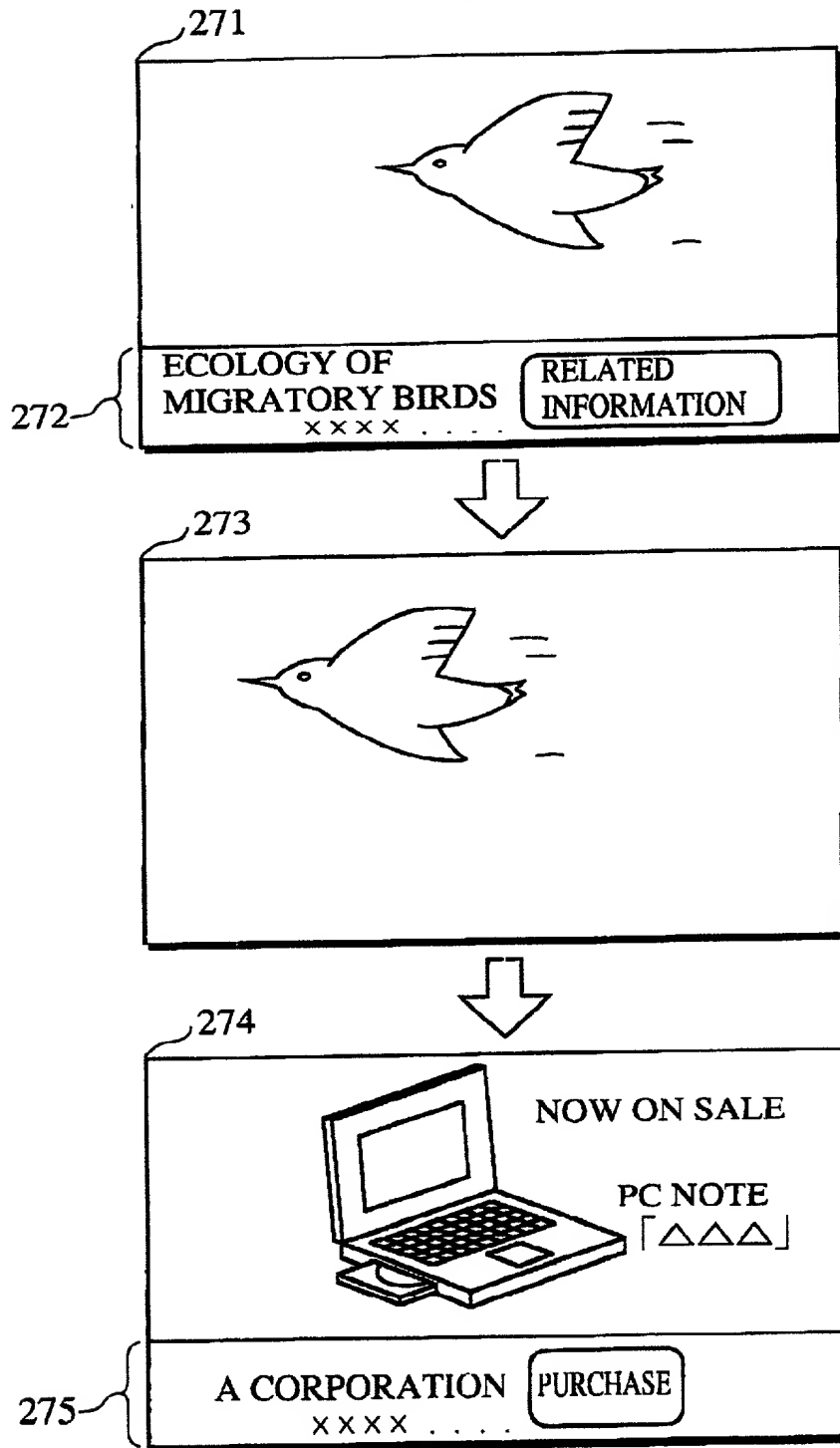


fig. 14

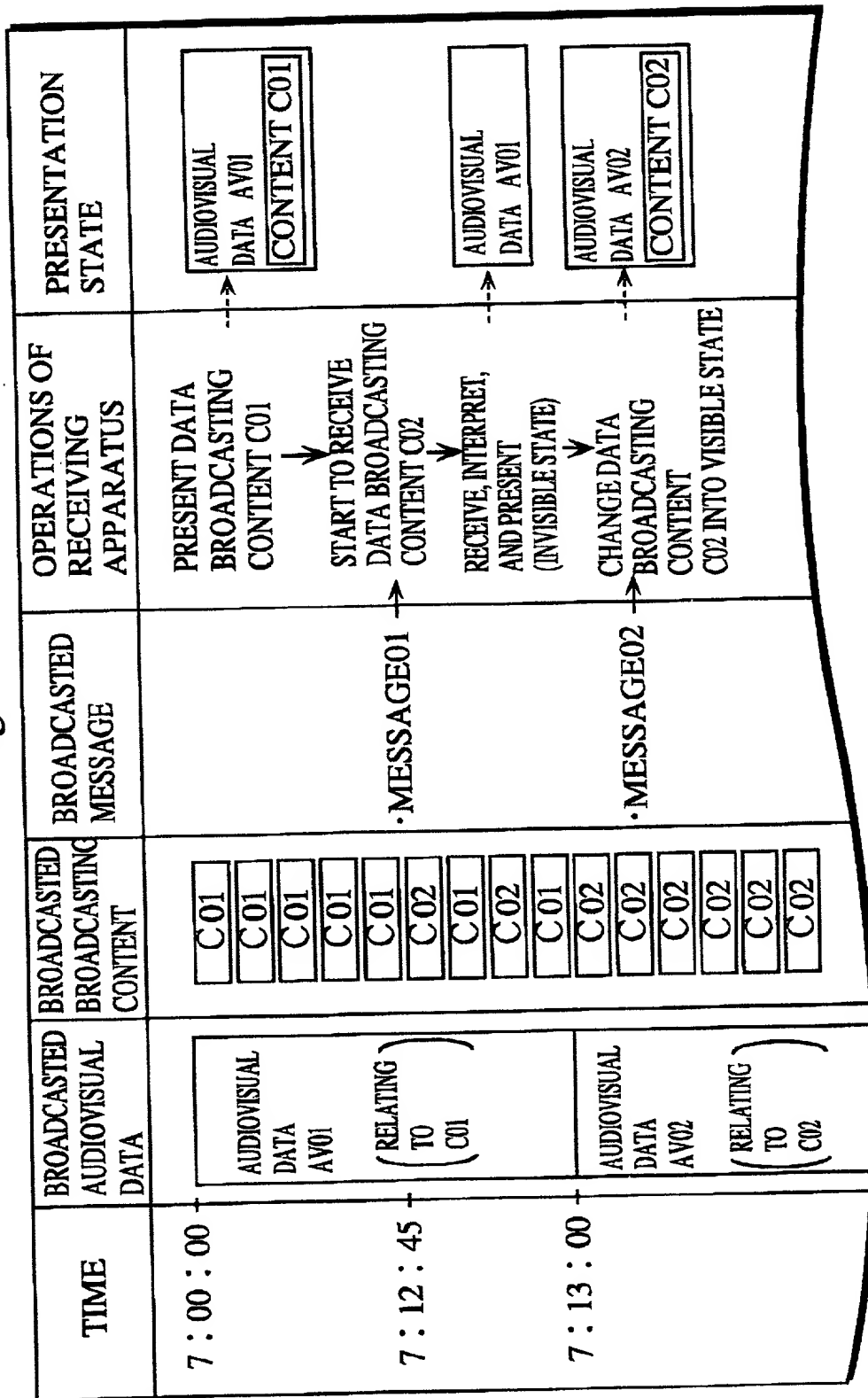


fig. 15

1301

## DATA BROADCASTING CONTENTC01

```
<head>
<script>
  function func3(){
    LockContentOnMemory("C02");
  }
  function func4(){
    LaunchDoc("C02");
  }
  ...
</script>
<event>
  <item type="EventMessageFired"
    message_id="01"
    onOccur="func3()" />
  <item type="ContentLocked"
    content_id="C02"
    onOccur="func4()" />
  ...
</event>
</head>
<body>
  <initial_state "Visible"/>
  ...
</body>
```



fig. 16

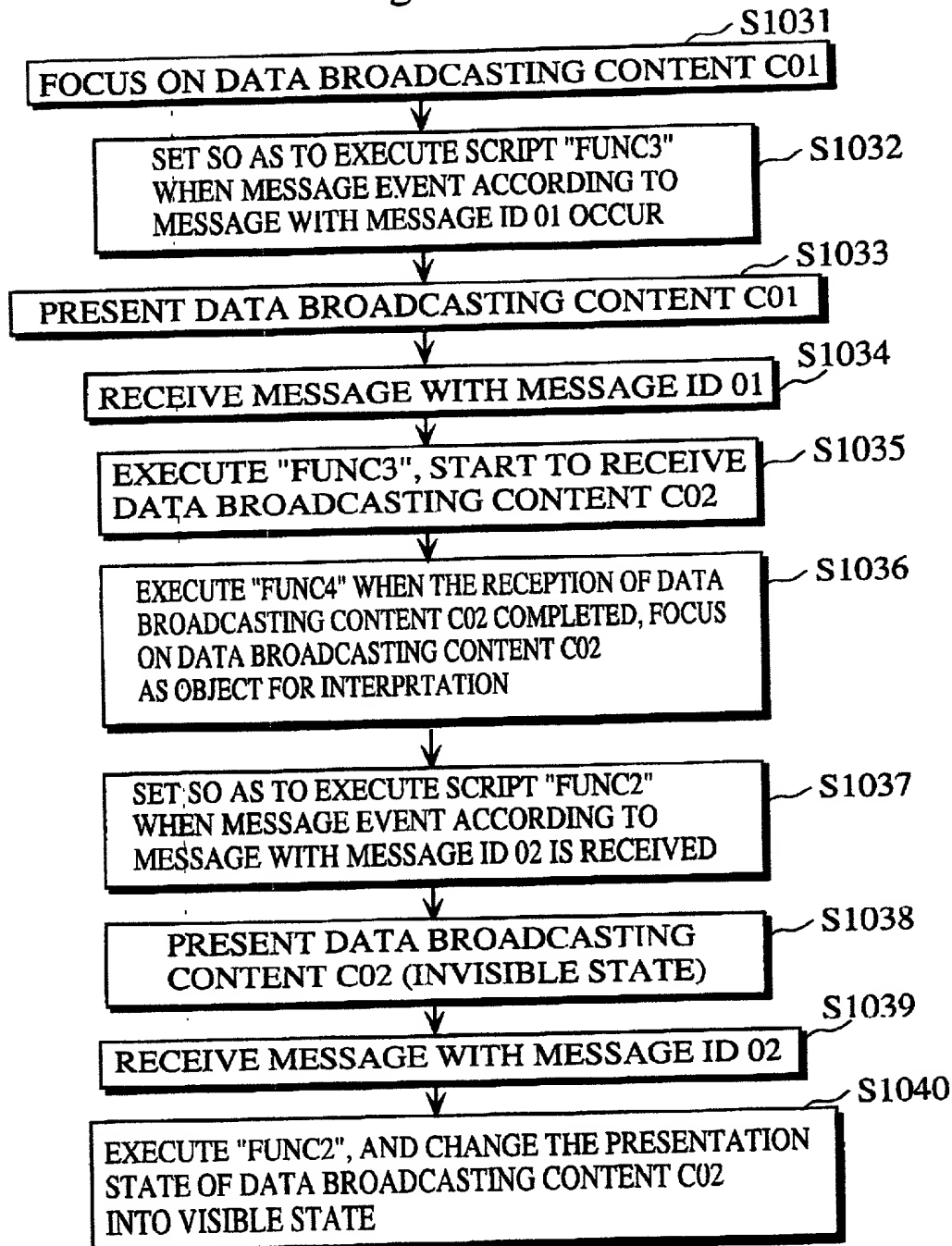




fig. 18

2301

# DATA BROADCASTING CONTENTC01

```
<head>
<script>
  function func1(){
    SetVisibility("InVisible");
    LaunchDoc("C02");
  }
  ...
</script>
<event>
  <item type="EventMessageFired"
    message_id="01"
    onOccur="func1()" />
  ...
</event>
</head>
<body>
  <initial_state "Visible"/>
  ...
</body>
```

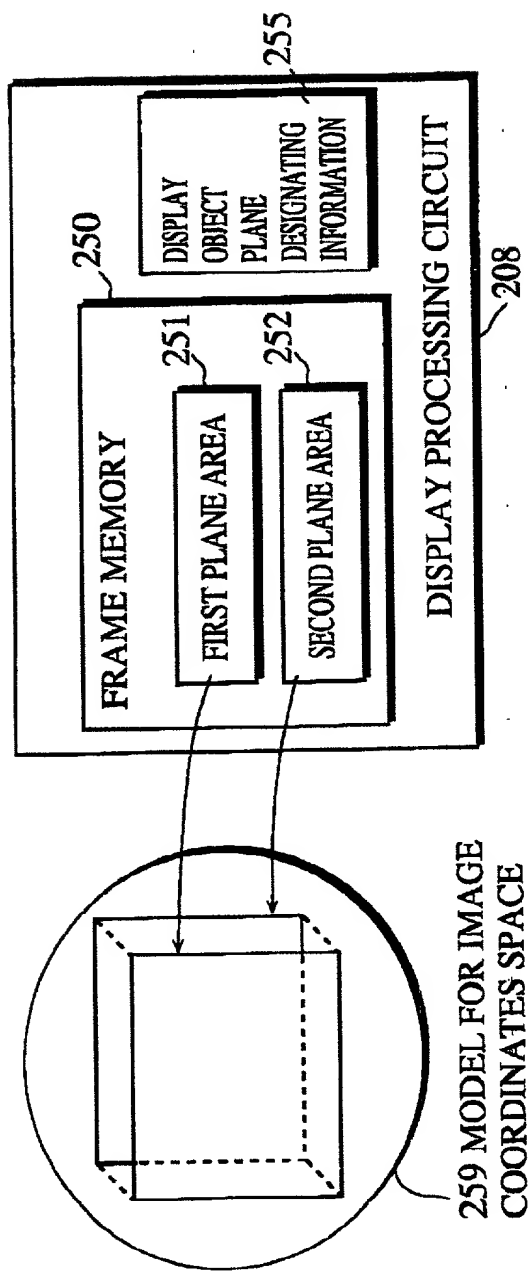


fig. 19

fig. 20

3301

# DATA BROADCASTING CONTENTC01

```
<head>
<script>
  function func1(){
    LaunchDoc("C02");
  }
  ...
</script>
<event>
  < item type = "TimerFired"
    timevalue = "07 : 12 : 45"
    onOccur = "func1()" />
  ...
</event>
</head>
<body>
  <initial_state "Visible"/>
  ...
</body>
```